

# IMS COVID-19 Call 4/9/20

Thursday, April 9, 2020 10:38 AM

- Welcome: **Jodi Golden (Executive Director Indiana Office of Community and Rural Affairs)** and introduction of **Lieutenant Governor of Indiana Suzanne Crouch**
- **Lieutenant Governor Suzanne Crouch:** Please join our campaign of being #INThisTogether please visit our website at <https://www.inthistogethercampaign.com/> Thank you to OCRA and their team and the work they are doing to serve all of your communities. We look forward again to hearing your input, challenges, positive stories, and more.
  - **Bridget Anderson (Director at Patronicity):**
    - Patronicity is a crowdfunding platform that specializes in creative placemaking. We care about helping communities create more vibrant downtowns and that looks like helping them find funding locally.
    - We know that communities are struggling financially throughout this time of COVID-19 and so we have retooled our small business program that allows you to run campaigns through our platform to raise specific funds to help their communities.
      - We just saw a project in Kendallville come to fruition yesterday
    - You or your small businesses can utilize our platforms to raise funds for things like rent, utilities, etc. to make sure your doors stay open
      - Many businesses who are utilizing this are those businesses who have no option of being open (salons, etc.) because this is the only way they have to gain additional funds
    - We are here to adapt to what your community needs to raise funds
    - We know **everyone** is in need so we have developed some best practices in sharing YOUR unique story of need
      - You can use those best practices to make your campaign stand out to those who do have the ability to give
    - Visit our website at [patronicity.com/smallbiz](http://patronicity.com/smallbiz)
    - Here is a link to a PowerPoint that can help you share this opportunity for your Main Streets - <https://docs.google.com/presentation/d/1evNXfQ0fB4qnTn3y60K9xxvkSgBZe6kuz9ddgOuQDzU/edit?usp=sharing>
    - Any questions?
      - **Valecia Crisafulli (Madison Main Street):** Bridget could you send us your contact information?
        - Bridget: Absolutely : [bridget@patronicity.com](mailto:bridget@patronicity.com)  
[317-757-9380](tel:317-757-9380)  
[patronicity.com](http://patronicity.com)
    - **Jodi Golden (OCRA):** We have developed a list of questions that we would love to hear your input on...
    - **Board engagement:** Has anyone found creative solutions to keeping board members engaged and involved, even when you can't be together in-person?
      - **Debra Cochran (Greenfield Main Street):** First board meeting through ZOOM on Monday - we want to continue on with our meetings virtually so that our members know we are still here, still functioning. We will start with using ZOOM and see how that goes.
      - **Valecia Crisafulli (Madison Main Street):** We have been using ZOOM as well and that seems to be going very well and actually our board seems to be more engaged because of the crisis that is happening.
    - **Social media:** How are you all keeping social media messaging fresh? Is anyone focusing their messaging beyond shopping local and ordering takeout from restaurants? What has that looked like for you?



measuring impact, mobilizing success, and building support. I wanted to highlight that to start thinking about long term how to advocate for your downtown, Main Street, and small businesses and the best way to do that is story telling. Please access some of those resource here:

<https://www.mainstreet.org/howwecanhelp/resourcecenter/revitalizationtoolkits/main-street-advocacy-toolkit>

- We should be getting results back soon from the NMSC small business webinar
  - **Carrie Barrett (New Castle Main Street):** All of these resources, Facebook page, etc. are all very helpful just to have a space to talk and share issues or challenges.
- **Jodi Golden (OCRA):** Anyone else have any good news, challenges, concerns, etc. that you are wanting to share with us today?
  - **Nancy Eckerle (Jasper Main Street):** I appreciate the Governor being on the TV every single day updating with us on all of the changes and adjustments - that is very very helpful.
- **Jodi Golden (OCRA):** Thank you seriously for all of the things you all are doing every single day. If there are other topics that you would like for us to bring up on this call please let us know.
- **OCRA resource page available**
  - <https://www.in.gov/ocra/3009.htm>